



## ADVICE FROM THE JURY

### CRAFTING AN EFFECTIVE ENTRY

Judges are looking for great results against challenging goals – a truly effective case. Simply entering impressive numbers, without context regarding why the numbers are impressive will not work.

#### “BE CLEAR. BE CONCISE. BE HONEST”

- Make sure your **story is tight**. DO NOT OVERWRITE!
- **Be clear and straightforward** – jury like reading cases that are interesting, so don't be afraid to inject a little personality.
- **Less is more!** Concise entries stand out, are refreshing and score high marks. Entries long on words and light on substance will leave jurors to think that the campaign was, too!

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*Our judges have worked in the field. They know exactly how to reverse engineer or adjust goals and revise metrics... simple, honest statements work much better!*

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- **Story telling is important!** The person for most heart for the campaign needs to be involved in case writing – dry cases kill a great case!
  - **Make your case** – don't just answer the questions!
  - **Make it simple... make it entertaining... make it compelling!**
- Your case is read by a creative mind, a media mind, an analytical mind. Try to appeal to all and give a full picture of what all different elements contributed.
  - A strong case is one in which each section connects with the one that follows!
  - **Length does not mean success...** you don't necessarily have to match the word count. AVOID REPETITION!
  - **Bullet points are especially welcome.** Remember jury are reading a lot of these cases, so the easier you make the better!
  - **Flashy communication reel is not required.** Just show in-market execution clearly.
  - **We encourage graphs, charts and bullet points** versus text. These are more impactful.
  - **Customize the entry form as per the category entered.**
  - **EDIT. EDIT. EDIT. EDIT. EDIT. EDIT. EDIT. EDIT. EDIT. EDIT.**

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*Please have a **senior person** read your cases before submitting them.*

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*Have **proofreader** read your forms. Typos, incorrect spellings and bad grammar create a very bad and non-serious impression.*

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## ENTRIES THAT JUDGES LIKED

- Clear, concise story telling narratives
- More factual, less exaggerated.
- Ones with **Bullet Points, Graphs and Charts**.
- That **don't overpromise** in words and **disappoint in execution!**
- **Impressive** with **verifiable metrics**.
- **Visual display of results**
- **Minimized hyperbole**
- **Strong connect** between challenge, objective, insight, execution and results.

## CONTEXT IS KEY

- **Don't assume that the jury panel understands your category.** A little set-up goes a long way.
- **Lots of what, not enough why.** Why do you want to increase awareness X%? What would that mean for the company/brand in real terms?
- Where possible, **show how your results compare to that of your competition.** Just competing against yourself and past results, is important, but doesn't seem as compelling.
- Have someone outside the team read your case. Too often category specific knowledge was assumed and broad context not given.

## STRATEGIC COMMUNICATIONS CHALLENGE & OBJECTIVES

- **Help jurors understand the challenge** well with proper context and specific to your brand.
- One of the biggest weakness has been observed in **setting and rationalizing objective**.
- **Audience** – Omitting a clear, concise description of the audience upfront.
- **Describe challenges that are specific to your brand** and not industry-wide, unless relevant.
- **Clearly identified KPI's.**

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*The judges have observed that if the Strategic Challenge section was weak, it weakened the entire entry because the context wasn't there to understand how big the idea was or how profound the results were.*

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## THE IDEA

- Make the Idea crystal clear. SIMPLIFY, SIMPLIFY, SIMPLIFY.
- A great idea is one that makes the juror wish that he thought of it.
- The Idea is often poorly articulated and ripped off from the communication tag line.

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*If you can't explain an idea in ONE SENTENCE, then you don't have an IDEA!*

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## THE INSIGHT

- The best cases were simple and based on powerful insights.
- A well-articulated insight
- Insight is key to executing a truly successful idea – clearly explain how you arrived at your insight and why it is relevant to your marketing challenge or how it led to the big idea.

*The stronger the business and consumer insight, the better the communication plan!*

## BRINGING THE IDEA TO LIFE

- Rationalize your communication strategy and how it links back to your challenge and objectives.
- Address the ‘why’ behind your media strategy and how it connects to the communication strategy.
- More strategic integration of media and tactics or **omitting a clear description of media strategy**.

## COMMUNICATION SHOW REEL

***DO NOT** make the show reel an audio visual presentation of the written case. The Jury has already read the case.*

- Let the video **just show case the work** as executed in the market place.
- Ensure that the video shows execution across all touch points.
- **DO NOT** unnecessarily jazz up the video with effects – many times it completely obscured to view the actual creative execution.
- **Stay away from salesmanship – make it a true showcase of your work!**

## RESULTS

- Don’t create objectives to fit the results – it’s obvious!
- Contextualize data: Where possible, **show how your results vs. previous year vs. competition.**
- Be sure to restate goals/KPI’s in results section and tie results directly to those goals and KPI’s.
- Mark performance against benchmarks.
- **SOURCE your DATA:** Poor or incomplete sourcing of results, facts and claims in the entry form.
- Avoid using qualitative statements.
- Clear, honest data. Our judges can tell when something is omitted or manufactured.
- The strongest cases immediately and overtly tie back to objectives.
- Hard number and context have great impact!
- *Jury’s insight:* Saying things like ‘exceeded by 520%’ just makes me think that the objectives were stupid rather than results being great.
- Explain why your results were significant and demonstrate that your communication drove the results!

*There is a difference between efficiency of a media plan and effectiveness of an effort – focus on effectiveness!*

*Anticipate objections and questions of the Jury and address them.*

***DON’T INFLATE RESULTS... the jury can tell!***

## REASONS FOR DISQUALIFICATION

The following will result in disqualification and entry fee will be forfeited.

1. Agency name, personnel pictures or interviews identifying the agency published in the Entry Form or on the creative materials.
2. Incomplete Entry Form.
3. Creative show reel not clearly showing in-market executions or omission of creative executions.
4. Not abiding by any rules mentioned in the Entry Kit.
5. Late payments.
6. Missed deadline.

## KEY TAKEAWAYS

- Keep it simple (both video and case), brief, clear and make it interesting to read and view.
- Remember that judges will not give more than 15mins to your case. To stand out, your case needs to be short, interesting and not omit pertinent facts or leave judges with unanswered questions.
- Spend time on editing and reviewing your writing to make it simple and clear rather than spending money on a video laden with unnecessary effects and an overwritten brief. Judges want to see the work on the video not effects created for the video.
- Many entries may be eliminated on writing alone. You can't write your way to win if you don't have results. However, you can write your way out of one.
- Really think about your Strategic Challenge and Objectives section –Judges will not appreciate retrofitted objectives to results. It should not lack the context necessary to judge why the results you achieved were important and significant.
- Be honest and talk about the real marketing situation.

Sometimes entries show an impressive variety of creative and media approaches, but many of the case studies fell short on proving hard business results and relied instead on irrelevant metrics, according to the judging panel.

"We are judging for creative effectiveness, not for creative efficiency! Instead, they shared media metrics about press coverage and engagement – which saves media costs, but does not change brand perception that leads to higher sales and profits."